

## Brad Wilson Named COO at Denihan Hospitality Group

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Brad Wilson has been named chief operating officer of the New York-based Denihan Hospitality Group (DHG), which operates Affinia Hotels, The Benjamin and The James hotel brands.

As DHG's first-ever COO, Wilson is charged with developing new infrastructures at the corporate level, and orchestrating an integrated effort to ensure the continued growth of the brands. In this new position, Wilson will also continue to direct the day-to-day operations of DHG and its portfolio of 12 hotels in New York, Chicago, and Washington DC, ensuring the seamless delivery of standards for each brand.

This appointment supports DHG's accelerated growth plans, and Wilson will work closely with the company's acquisition and development team to expand DHG's presence in key markets across the country. Says co-CEO Brooke Barrett, 'DHG is entering a new era of rapid, diversified growth, and Brad's depth of experience in operations, development, and branding will be invaluable to the achievement of our goals.' Adds co-CEO Patrick Denihan, 'Since he joined DHG, Brad has proven to be a strategic complement to our executive team, and we are looking forward to collaborating with him to continue to grow the company.'

Wilson joined DHG in early 2008 as executive vice president-operations, when DHG acquired The James hotel brand, of which Wilson was formerly CEO. A 25-year veteran of the hospitality industry, Wilson is credited with building the operational backbone of such successful brands such as W Hotels. Prior to joining The James, Wilson was vice president of operations for W Hotels Worldwide, where he served on the founding team. In his seven-year tenure (1998 - 2005), he was charged with site selection, new property development planning and opening, hotel operations, revenue management, sales and field marketing.

Wilson has garnered broad experience - in positions ranging from elevator operator to controller - in leading hotel companies including Park Hyatt, Hilton International and Westin. He began his career in the hospitality industry as food & beverage manager at The Plaza Hotel in New York.

With more than 40 years of hospitality management expertise, the privately owned DHG operates three brands: Affinia Hotels, The Benjamin and The James. Affinia's distinctive hotels offer an array of options to suit particular lifestyle and travel preferences in prime locations in Manhattan, Chicago and Washington, D.C. The Benjamin, in the heart of Manhattan, provides an experience of true luxury with the highest level of service in an intimate, boutique-style setting. The James Chicago effortlessly blends a sense of modern, residential comfort with state-of-the-art technology and classic hospitality. Based in New York City, DHG also manages several independent hotels in Manhattan.

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